

## V. ECONOMIC OPPORTUNITY

The City of Long Beach, by both necessity and by design, is rapidly changing. Long Beach is poised to lead the Southern California region in international trade, tourism and advanced technologies. With the explosive development of Pacific Rim trade, the Port of Long Beach continues its fast-paced growth. Our expanded convention center; Queensway Bay waterfront development, the largest shoreline development in California history; and the recently opened Aquarium of the Pacific are creating a true Southern California experience for residents and tourists. Internationally recognized companies like Boeing, Epson, Toyota and Gulfstream are fueling growth in advanced technology.

Long Beach has taken great strides to overcome the economic struggles resulting from three military facility closures; the Long Beach Naval Base, Naval Shipyard and Naval Hospital; massive aerospace downsizing, and the worst recession in California history.

The City's Economic Development Bureau is an important part of the economic effort being undertaken. The Bureau provides an array of business assistance programs to businesses within the City and those seeking to locate here. CDBG funds are used to assist private for-profit businesses with counseling, development and expansion. Business loans are used, as one tool to either create low/moderate income jobs or provide needed services to the City's low/moderate income neighborhoods.

The City has a variety of programs and initiatives to assist various segments of the business community. These include the following:

**Small Business Development Center (SBDC)** - The Long Beach SBDC helps people solve small business start-up and management problems on an individual basis. A variety of services are provided to persons or small businesses who:

- Intend to start up a business.
- Are preparing a marketing or business plan.
- Seek information on a business loan.
- Would like to be involved with importing/exporting.
- Need to solve legal business problems.
- Want to establish financial systems and controls.
- Want to increase sales, reduce costs, and improve returns.
- Need guidance on specific business problems.

During the 2002 - 2003 program year, the City continued its focus on providing targeted assistance specifically to the small business community. The City's SBDC provided one-on-one counseling to 183 small businesses and held 27 workshop sessions with a total attendance of 534 persons attending.

**Neighborhood Business Investment Program (NBIP)** - The City's NBIP provides \$2000 to encourage new businesses serving low/moderate income communities through direct assistance to new small business owners. During the 2002 - 2003 program year, 75 new businesses received grants. To ensure access to the growing segment of the City's ethnically diverse business community, all services are available in English, Spanish and Khmer (Cambodian) languages.

**Business Ombudsman Service** - The Economic Development Bureau provides an "ombudsman" service to assist business owners with obtaining necessary approvals for construction and/or formalizing a business entity within the City. This service has been very successful in assisting with the attraction, location and expansion of many businesses over the last year. The ombudsman is a facilitator who acts as a catalyst to ensure decision-making through communication between the City and the business or property owner seeking to obtain necessary approvals. This is especially important to the start up or small business owner who may not be familiar with the myriad of government regulations affecting start up activities or expansion requirements.

**Façade Improvement Program** - For areas with declining retail, the Façade Improvement Program helps to eliminate blight and enhance the exterior appearance of businesses in targeted low/moderate income neighborhoods. This program offers a unique opportunity for the City to work with the target block property owners, business or community associations, businesses, and surrounding community to increase retail opportunity on targeted retail blocks. This successful program has shown to increase lease rates and businesses activity for not only the target block, but surrounding blocks as well. The Community Development Advisory Commission, who selects each block or corridor through a competitive process, encourages a comprehensive application that includes participation by the local business association and community in maintaining the improvements and coordinating other business services. A new project located on Atlantic Avenue was approved and initiated during program year 2002 – 2003.

## **Loan Programs**

The City operated four (4) loan programs during 2002-2003:

- For larger businesses, **Grow Long Beach** and **Commercial Industrial Rehabilitation Revolving Loans** are designed to provide assistance for the expansion of existing businesses and the and relocation of new businesses into the City.
- The Capital Availability Program (CAP) and Microenterprise Program serve the needs of small and medium-sized businesses. These loans provide employment opportunities, specifically for the City's low/moderate income residents:

**Microenterprise Loan Program** - The Microenterprise Loan Program focuses on entrepreneurial businesses. The loan is available to new businesses with five or fewer employees including the owner who must be low/moderate income. Loan proceeds are used for property acquisition, purchase of machinery, equipment and working capital. This program encourages new business ventures in low/moderate income neighborhoods through assistance to entrepreneurs.

**Capital Availability Loan Program** – The City of Long Beach provides low interest rate loans designed to benefit existing small businesses. Funds may be used for fixtures, equipment, machinery or working capital. Amounts range from \$10,000 to \$37,500. All loan services are available in English, Spanish and Khmer (Cambodian) languages.

Table V-A Economic Development Loans, provides the details of the four loan programs accomplishments in 2002 – 2003.

**TABLE V-A Economic Development Loans**  
**Job Creation and Area Benefits**  
**October 1, 2002 - September 30, 2003**

| Loans from Current Year (F/Y 10/01/02 - 09/30/03) |       |      |           |         |           |                           | TOTALS               | Income       | Income  | Income       | Income             | Ethnicity |      |     |     |    |       |          |
|---|-------|------|-----------|---------|-----------|---------------------------|----------------------|--------------|---------|--------------|--------------------|-----------|------|-----|-----|----|-------|----------|
|   | Type  | IDIS | Amount    | Benefit | Job Goals | Jobs Created Current Year | Jobs Created To Date | Very Low = V | Low = L | Moderate = M | Not Applicable = N | NA        | A/PI | CAU | HIS | AA | Other | Not Spec |
| Capital Availability Loan Program (CAP)           | CAP   |      |           |         |           |                           |                      |              |         |              |                    |           |      |     |     |    |       |          |
|   |       |      |           |         |           |                           |                      |              |         |              |                    |           |      |     |     |    |       |          |
|   |       |      |           |         |           |                           |                      |              |         |              |                    |           |      |     |     |    |       |          |
| Revolving Loan Program (REV)                      | Type  | IDIS | Amount    | Benefit | Job Goals | Jobs Created Current Year | Jobs Created To Date |              |         |              |                    |           |      |     |     |    |       |          |
| D.W. Controls                                     | REV   | N/A  | \$170,000 | LMJ     | 5         | 0                         | 0                    | 0            | 0       | 0            | 0                  | 0         | 0    | 0   | 0   | 0  | 0     | 0        |
| Cindy's Beauty Salon                              | REV   | 1269 | \$25,000  | LMJ     | 1         | 2                         | 2                    | 0            | 0       | 0            | 2                  | 0         | 0    | 0   | 0   | 0  | 0     | 2        |
| SK Auto   | REV   | 1216 | \$25,000  | LMJ     | 1         | 1                         | 1                    | 1            | 0       | 0            | 0                  | 0         | 0    | 1   | 0   | 0  | 0     | 0        |
| Al Lowi & Associates                              | REV   | 1221 | \$35,000  | LMJ     | 1         | 0                         | 0                    | 0            | 0       | 0            | 0                  | 0         | 0    | 0   | 0   | 0  | 0     | 0        |
| Secureline  | REV   | 1227 | \$25,000  | LMJ     | 1         | 1                         | 1                    | 1            | 0       | 0            | 0                  | 0         | 0    | 0   | 1   | 0  | 0     | 0        |
| Matt Winefield & Associates                       | REV   | 1220 | \$50,000  | LMJ     | 2         | 1                         | 1                    | 0            | 0       | 0            | 1                  | 0         | 1    | 0   | 0   | 0  | 0     | 0        |
| Sithea's Salon                                    | REV   | 1251 | \$24,000  | LMJ     | 1         | 5                         | 5                    | 0            | 0       | 0            | 5                  | 0         | 1    | 1   | 1   | 1  | 0     | 1        |
| Pacific Coast Direct Marketing                    | REV   | 1271 | \$35,000  | LMJ     | 1         | 0                         | 0                    | 0            | 0       | 0            | 0                  | 0         | 0    | 0   | 0   | 0  | 0     | 0        |
|   |       |      |           |         |           |                           |                      |              |         |              |                    |           |      |     |     |    |       |          |
| Micro Loan Program (MICRO)                        | Type  | IDIS | Amount    | Benefit | Job Goals | Jobs Created Current Year | Jobs Created To Date |              |         |              |                    |           |      |     |     |    |       |          |
| Hotrods & Wienerdogs                              | MICRO | 1211 | \$25,000  | LMJ     | 1         | 0                         | 0                    | 0            | 0       | 0            | 2                  | 0         | 1    | 0   | 1   | 0  | 0     | 0        |
| Long Beach Jewelry Supplies                       | MICRO | 1285 | \$25,000  |         | 0         | 0                         | 0                    | 0            | 0       | 0            | 0                  | 0         | 0    | 0   | 0   | 0  | 0     | 0        |
|   |       |      |           |         |           |                           |                      |              |         |              |                    |           |      |     |     |    |       |          |
| Grow America Loan Program (GLB)                   | Type  | IDIS | Amount    | Benefit | Job Goals | Jobs Created Current Year | Jobs Created To Date |              |         |              |                    |           |      |     |     |    |       |          |
| Al Lowi & Associates                              | GLB   |      | \$175,000 | LMJ     | 5         | 0                         | 0                    | 0            | 0       | 0            | 0                  | 0         | 0    | 0   | 0   | 0  | 0     | 0        |
|   |       |      |           |         |           |                           |                      |              |         |              |                    |           |      |     |     |    |       |          |
| Total Loans from Consolidated Plan Period         |       |      |           |         |           | Jobs Created Current Year | Jobs Created To Date | Very Low = V | Low = L | Moderate = M | Not Applicable = N | NA        | A/PI | CAU | HIS | AA | Other | Not Spec |
| Abrams & Clark Pharmacy                           | GLB   | 571  | \$100,000 | LMJ     | 10        | 0                         | 18                   | 3            | 3       | 4            | 8                  | 0         | 1    | 5   | 8   | 3  | 1     | 0        |
| Access Millennium                                 | GLB   |      | \$35,000  | LMJ     | 3         | 4                         | 5                    | 0            | 2       | 1            | 2                  | 0         | 0    | 5   | 0   | 0  | 0     | 0        |
| Adventure Outfitters                              | GLB   | 709  | \$25,000  | LMJ     | 1         | 0                         | 0                    | 0            | 0       | 0            | 0                  | 0         | 0    | 0   | 0   | 0  | 0     | 0        |
| Alliance Telecom & Power                          | CAP   | 669  | \$25,000  | LMJ     | 1         | 0                         | 0                    | 0            | 0       | 0            | 0                  | 0         | 0    | 0   | 0   | 0  | 0     | 0        |
| Amberwick Co.                                     | GLB   | 422  | \$150,000 | LMJ     | 15        | 0                         | 17                   | 1            | 3       | 4            | 9                  | 2         | 0    | 7   | 6   | 1  | 0     | 1        |
| Auto Dealership Bus School                        | CAP   |      | \$25,000  | LMJ     | 1         | 0                         | 2                    | 2            | 0       | 0            | 0                  | 0         | 0    | 0   | 0   | 2  | 0     | 0        |
| Auto Temps  | CAP   |      | \$25,000  | LMJ     | 1         | 0                         | 1                    | 0            | 1       | 0            | 0                  | 0         | 0    | 0   | 0   | 1  | 0     | 0        |
| Beach Cities Auto Detail                          | MICRO | 936  | \$35,000  | LMJ     | 1         | 0                         | 5                    | 4            | 0       | 0            | 1                  | 0         | 0    | 0   | 5   | 0  | 0     | 0        |
| Body & Soul                                       | REV   | 902  | \$40,000  | LMJ     | 2         | 0                         | 2                    | 0            | 0       | 0            | 2                  | 0         | 1    | 1   | 0   | 0  | 0     | 0        |

**TABLE V-A Economic Development Loans**  
**Job Creation and Area Benefits**  
**October 1, 2002 - September 30, 2003**

| Total Loans from Consolidated Plan Period | Type  | IDIS | Amount             | Benefit | Job Goals  | Jobs Created Current Year | Jobs Created To Date | Very Low = V | Low = L   | Moderate = M | Not Applicable = N | NA       | A/PI      | CAU       | HIS       | AA        | Other    | Not Spec |
|---|-------|------|--------------------|---------|------------|---------------------------|----------------------|--------------|-----------|--------------|--------------------|----------|-----------|-----------|-----------|-----------|----------|----------|
| Casa Torres Furniture                     | CAP   |      | \$35,000           | LMA     | 0          | 0                         | 2                    | 1            | 0         | 1            | 0                  | 0        | 1         | 0         | 1         | 0         | 0        | 0        |
| Davis & Associates                        | CAP   | 779  | \$35,000           | LMJ     | 1          | 0                         | 0                    | 0            | 0         | 0            | 0                  | 0        | 0         | 0         | 0         | 0         | 0        | 0        |
| Discount Tire Center                      | REV   | 420  | \$150,000          | LMJ     | 7          | 3                         | 6                    | 0            | 1         | 2            | 3                  | 0        | 0         | 1         | 3         | 0         | 0        | 2        |
| E&E Mini Mart                             | REV   | 1054 | \$10,000           | LMA     | 0          | 0                         | 0                    | 0            | 0         | 0            | 0                  | 0        | 0         | 0         | 0         | 0         | 0        | 0        |
| Fence Masters                             | CAP   | 770  | \$25,000           | LMJ     | 1          | 0                         | 0                    | 0            | 0         | 0            | 0                  | 0        | 0         | 0         | 0         | 0         | 0        | 0        |
| Gathering D' Elegance                     | CAP   | 636  | \$25,000           | LMJ     | 1          | 3                         | 4                    | 0            | 0         | 3            | 1                  | 0        | 0         | 3         | 0         | 2         | 1        | 0        |
| Gina's Laundermart                        | REV   | 1054 | \$85,000           | LMJ/A   | 3          | 0                         | 3                    | 0            | 1         | 0            | 2                  | 0        | 0         | 0         | 3         | 0         | 0        | 0        |
| GM International                          | GLB   |      | \$50,000           | LMJ     | 5          | 0                         | 0                    | 0            | 1         | 0            | 0                  | 0        | 0         | 0         | 0         | 0         | 0        | 1        |
| GM International                          | REV   | 1121 | \$25,000           | LMJ     | 2          | 2                         | 2                    | 1            | 1         | 0            | 0                  | 0        | 0         | 0         | 2         | 0         | 0        | 0        |
| Golden Frog                               | REV   |      | \$85,000           | LMJ     | 18         | 0                         | 5                    | 0            | 3         | 1            | 1                  | 0        | 0         | 0         | 0         | 5         | 0        | 0        |
| Jadi Communication                        | MICRO | 1082 | \$35,000           | LMJ     | 1          | 0                         | 0                    | 0            | 0         | 0            | 0                  | 0        | 0         | 0         | 0         | 0         | 0        | 0        |
| Khmer Racing Products                     | MICRO | 863  | \$25,000           | LMA     | 0          | 0                         | 2                    | 2            | 0         | 0            | 0                  | 0        | 2         | 0         | 0         | 0         | 0        | 0        |
| La Traviata Restaurant                    | REV   | 881  | \$150,000          | LMJ     | 5          | 3                         | 5                    | 1            | 2         | 1            | 1                  | 0        | 1         | 1         | 3         | 0         | 0        | 0        |
| Landscape Architect                       | CAP   |      | \$25,000           | LMA     | 0          | 0                         | 1                    | 0            | 0         | 0            | 1                  | 0        | 0         | 1         | 0         | 0         | 0        | 0        |
| LB Ace Hardware                           | REV   |      | \$125,000          | LMJ     | 6          | 0                         | 8                    | 0            | 0         | 0            | 8                  | 0        | 0         | 4         | 4         | 0         | 0        | 0        |
| LB Flying Club/Academy                    | CAP   | 769  | \$25,000           | LMJ     | 1          | 0                         | 1                    | 0            | 0         | 0            | 1                  | 0        | 0         | 1         | 0         | 0         | 0        | 0        |
| Millennium Fitness Consulting             | CAP   | 1095 | \$35,000           | LMJ     | 1          | 2                         | 2                    | 0            | 0         | 0            | 2                  | 0        | 0         | 0         | 0         | 1         | 0        | 1        |
| Moon Eclips                               | CAP   | 1128 | \$35,000           | LMJ     | 1          | 0                         | 0                    | 0            | 0         | 0            | 0                  | 0        | 0         | 0         | 0         | 0         | 0        | 0        |
| Myer's Lock Co.                           | CAP   |      | \$37,000           | LMA     | 0          | 0                         | 1                    | 1            | 0         | 0            | 0                  | 0        | 0         | 0         | 1         | 0         | 0        | 0        |
| Organic By Nature                         | CAP   | 880  | \$35,000           | LMJ     | 1          | 0                         | 5                    | 0            | 0         | 3            | 2                  | 0        | 0         | 2         | 0         | 3         | 0        | 0        |
| Phelps Southwest                          | CAP   | 741  | \$25,000           | LMJ     | 1          | 0                         | 2                    | 0            | 0         | 0            | 2                  | 0        | 0         | 2         | 0         | 0         | 0        | 0        |
| Questech                                  | CAP   | 659  | \$25,000           | LMJ     | 1          | 0                         | 4                    | 1            | 1         | 1            | 1                  | 0        | 0         | 3         | 1         | 0         | 0        | 0        |
| Red Barn Pet Shop                         | GLB   |      | \$190,000          | LMJ     | 5          | 0                         | 16                   | 11           | 3         | 0            | 2                  | 0        | 0         | 0         | 16        | 0         | 0        | 0        |
| Saylin Studios                            | CAP   | 953  | \$35,000           | LMJ     | 1          | 0                         | 0                    | 0            | 0         | 0            | 0                  | 0        | 0         | 0         | 0         | 0         | 0        | 0        |
| Shoreline Comm'l Press                    | GLB   |      | \$105,000          | LMJ     | 3          | 0                         | 4                    | 0            | 0         | 2            | 2                  | 0        | 1         | 3         | 0         | 0         | 0        | 0        |
| Sullivan Int                              | GLB   |      | \$10,000           | LMJ     | 3          | 0                         | 5                    | 0            | 0         | 1            | 4                  | 0        | 1         | 0         | 4         | 0         | 0        | 0        |
| Tuttle Camera                             | GLB   |      | \$150,000          | LMJ     | 5          | 0                         | 7                    | 0            | 0         | 1            | 6                  | 0        | 0         | 4         | 2         | 0         | 1        | 0        |
| Velomax Inc.                              | CAP   |      | \$35,000           | LMJ     | 1          | 0                         | 2                    | 1            | 1         | 0            | 0                  | 0        | 0         | 0         | 2         | 0         | 0        | 0        |
| Welding Equipment Co.                     | CAP   | 674  | \$25,000           | LMJ     | 1          | 0                         | 3                    | 1            | 0         | 0            | 2                  | 0        | 0         | 2         | 1         | 0         | 0        | 0        |
| <b>Totals</b>                             |       |      | <b>\$2,726,000</b> |         | <b>129</b> | <b>27</b>                 | <b>150</b>           | <b>32</b>    | <b>23</b> | <b>25</b>    | <b>73</b>          | <b>2</b> | <b>11</b> | <b>47</b> | <b>65</b> | <b>19</b> | <b>3</b> | <b>8</b> |